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ABSTRACT

A method for managing customer relationships, which utilizes a global information network, which is administered by a proprietor for a plurality of producers. The method comprises the producer providing a customer database that is in communication with the proprietor's global information network while the proprietor organizes the information to be sent to selected customers by the producer. The proprietor uses software to send the information to selected customers of the producer. The proprietor can have a central database that includes customer records of all of the producers, with each producer having secured access to the producer records in the central database. The central database can be automatically scanned, at predetermined times, to determine due events for each customer record. An apparatus for practicing this method is also disclosed.

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